

Congress of the United States

Washington, DC 20515

December 12, 2007

Mr. Charles Townsend
Condé Nast Publications
4 Times Square
New York, NY 10036

Dear Mr. Townsend,

We are writing to express our continued concern regarding the publishing of cigarette advertisements that target young women and girls running in numerous women's magazines. In particular, we draw your attention to the attached ads which have run in *Cosmopolitan*, *Elle*, *Glamour*, *InStyle*, *Interview*, *Lucky*, *Marie Claire*, *Soap Opera Digest*, *Us Weekly*, *Vogue*, and *W*.

As Members of Congress, we take very seriously our responsibility to promote policies that advance the public health interest. As you may know, smoking is the leading cause of preventable disease and death in our country. Every year approximately 440,000 people die from illnesses related to cigarette smoking. Consequently, reducing smoking is one of the most effective public health measures we can take. Indeed, many millions of taxpayer dollars are spent each year on smoking cessation efforts and programs, and billions more are spent dealing with the negative health effects of smoking.

Unfortunately, smoking is not only deadly, it's addictive. That means the best way to avoid a deadly addiction to smoking is to never start. And that's where these advertisements come in. Simply put, they are the tobacco industry's most trusted tools to directly target young women and girls and entice them to smoke. The shocking discovery for many is that these ads are being run in the country's most popular women's magazines which promote not only fashion and style, but also tips and advice on women's health. Unfortunately, much of the good being done by these magazines in promoting women's health is directly undermined by the tobacco ads that appear alongside articles encouraging women to lead safer, healthier lives.

We have attached a few examples of these troubling ads for you to peruse. You should especially note in the ads for Camel No. 9 the pink and floral design, the description of smoking as "light and luscious," the invoking of icons of style by featuring "stilettos" and employing fashion layouts to highlight the Camel No. 9 brand. The ads more closely resemble a fashion feature or at best an ad for something to eat or wear. It certainly doesn't look like an ad for a product that is responsible for widespread disease and death.

After seeing these ads earlier this year, we wrote to the publishers and editors of the above magazines, twice. We asked that they stop running the ads because they obviously are designed to encourage young people to smoke. After the second letter, we received responses from some of the publications. However, not one of the magazines committed to dropping the ads or even recognized the blatant contradiction that these ads represent in magazines devoted to fashion and healthy living. One editor even responded that "the goal of Congress should be to create legal guidelines for the marketing, distribution and sale of tobacco products."

To that end, several state attorneys general have already expressed concern that many of the Camel No. 9 advertisements appearing in your magazines violate the Master Settlement Agreement. We share that concern. And legislation now in Congress regarding the regulation of tobacco products, including advertising, is gaining momentum in part because of Members' concern about the content of the Camel No. 9 ads and your magazines' unwillingness to voluntarily remove them.

Recently, RJ Reynolds announced it will likely not seek to run any print ads in 2008 for its products. Unfortunately, it has also said that this is not necessarily a permanent end to pursuing print ads and, in fact, it may reassess this position during the year depending on business needs. We hope that, as the owner of one or more magazines that have run these irresponsible advertisements, you will refuse to publish *all* advertisements for cigarettes in the future as a matter of responsible public policy and out of concern for your readers' health.

We urge you not to wait until legislative action or judicial proceedings render these advertisements in violation of law. Please take the right step and reject ads for tobacco products, especially ones that blatantly target young women. We also ask that you notify us in writing by December 20, 2007 whether or not you will continue running these ads in any women's magazines.

Sincerely,

Lori Capron

Hilda L. Ellis

Raul M. Higuera

Harry E. Mitchell

Jenny Baldwin

Shirley M. Lowery

Jan Schultz
Dennis J. Kucinich

Fred Sanchez

Tim Allen

Louise M. Slaughter

Allan R. Wynn

Carole B. Malony

Rosa L. DeLauro

Danny H. Davis

Edward J. Markey

Hyd. Dagg

Zee Lipp

Carolyn McCarthy
Carmel Brown

Grace S. Napolitano

Eleanor H. Norton

Ken A. Wayman

Lynn Woodsey

Erin L. Engle

Shelley Berkley

Mark Shos

Doris O. Matsui

Sam G. Davis

John Lewis

George Miller